



# Applying Energy Efficiency

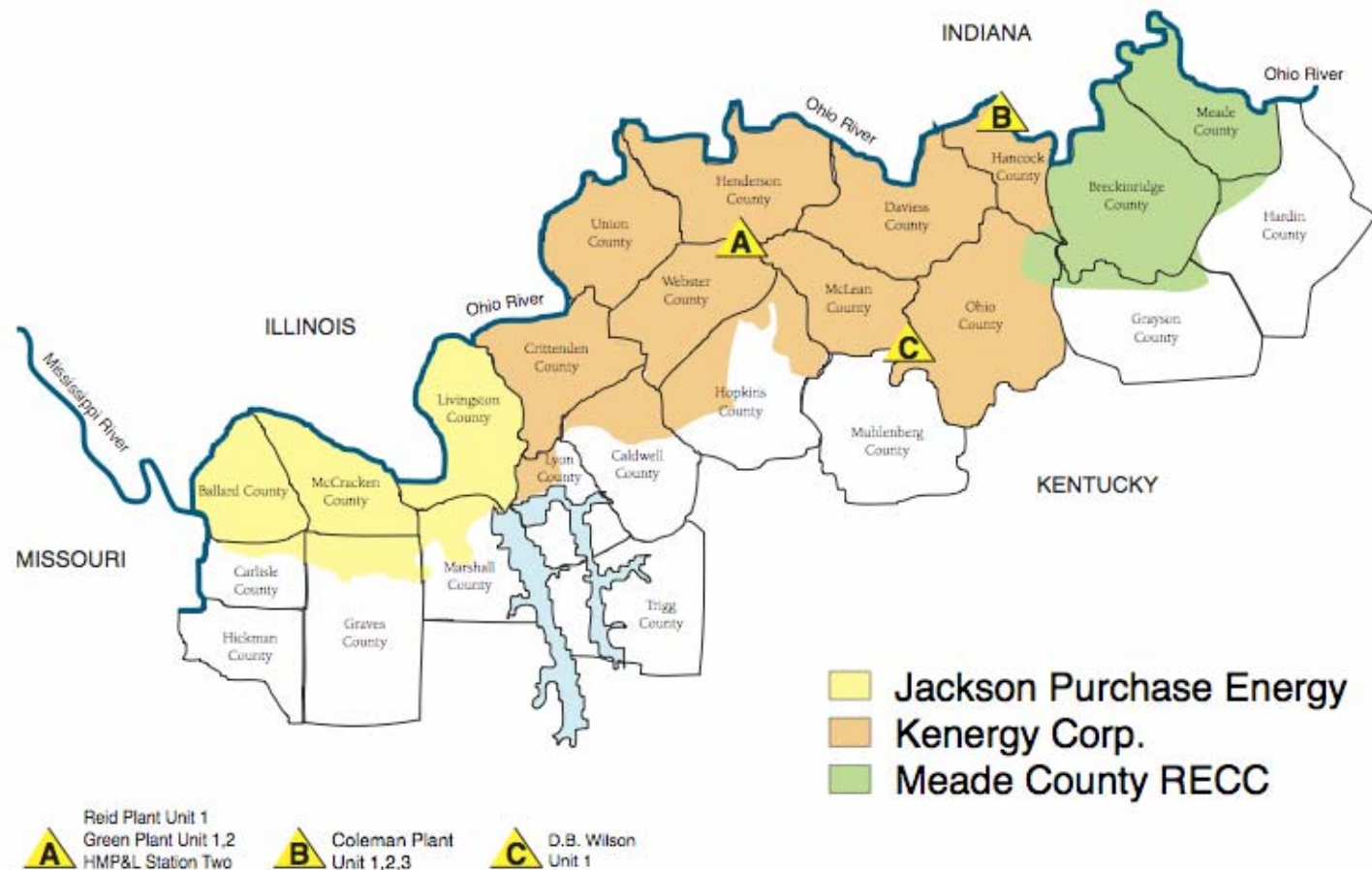
## Big Rivers Electric Corporation

Generation and Transmission Cooperative

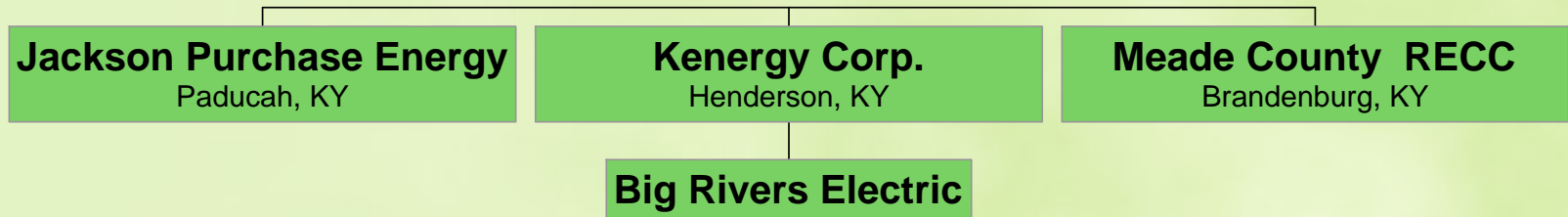
*headquartered in Henderson, KY*

- ✿ Incorporated - 1961
- ✿ Energy sales in 2006 - 5.25 million MWh
- ✿ Energy revenue in 2006 - \$191 million

# Big Rivers System Map



# Owned By 3 Distribution Cooperatives



- ❖ 110,000 member-consumers
  - residential • commercial • industrial
- ❖ 22 counties in western Kentucky
- ❖ 1,232 miles of transmission line

# Compact Fluorescent Lamps

## Energy Efficiency Starter Kit

- ✿ Uses  $\frac{1}{4}$  energy
- ✿ 10 times the life
- ✿ JPEC, Kenergy & MCRECC plan to distribute 40,000 lamps in 2007
- ✿ Potential Impact:
  - ✿ Demand Reduced 1880 kW
  - ✿ Consumption reduced 3,114,000 kWh / yr
  - ✿ \$202,400 saved / yr by customers





# Cost Savings

✿ CFL saves \$5 per year



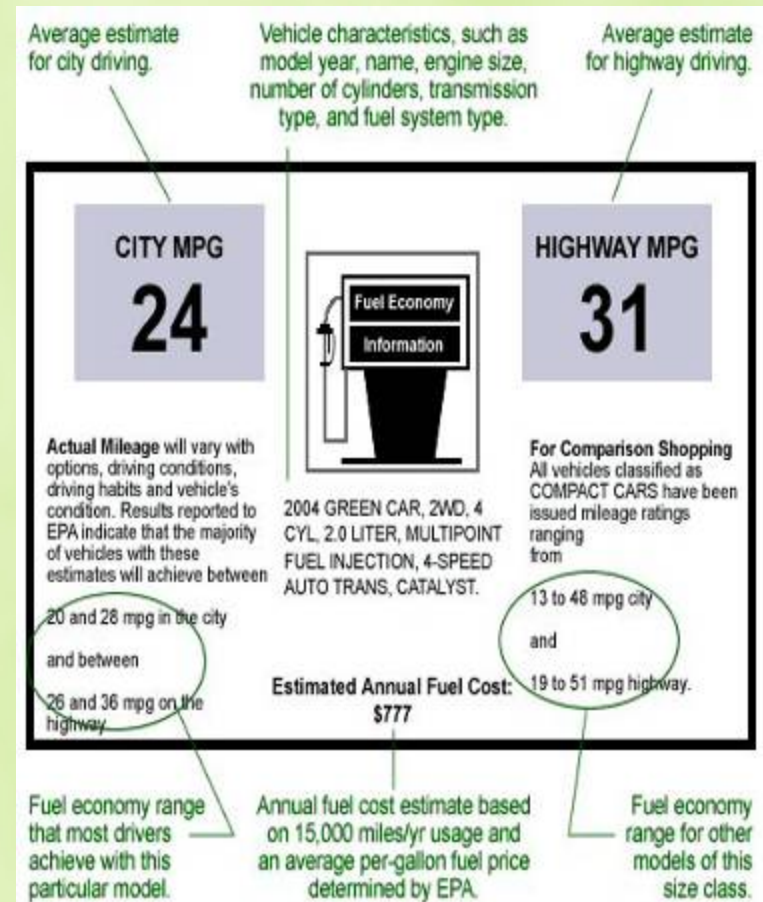
✿ An efficient home saves \$59 per month.



# Efficiency 'Conventional Wisdom'

MPG:

- 🌿 Efficiency Measure
- 🌿 Easily Understood
- 🌿 Basic Comparison



# Other Measures of Energy Efficiency

✿ SEER

✿ Lumen / Watt

✿ COP

✿ kWh / sf

✿ EF

✿ HSPF



# Energy Efficiency

- ✿ Energy efficiency results from hundreds of thousands of individual decisions made by our members and their members every day.





# Educating “Efficient” Decisions

- ✿ 2 Pilot Workshops –  
Fall 2007
- ✿ Hands on Demonstrations
- ✿ Best Practices
- ✿ Three Tracks
  - ✿ New Home Construction
  - ✿ Existing Home Upgrade
  - ✿ Manufactured Homes –  
New & Used



# Questions?

